Ipsos iris

macOS

INSTALL
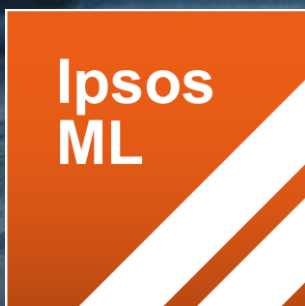
Thank you very much for agreeing to take part in the Ipsos iris panel!

Full instructions on how to install and use the App on your macOS or OSX computer can be found in this document.

If you would like to print this document to follow along while installing, we suggest printing in black and white or greyscale.

Ipsos ML

Support ▼

Thank you for joining the Ipsos iris panel!

This installation guide will help you get the Ipsos Iris MediaLink app set up and running on your macOS or OSX computer so that we can start collecting data about your media consumption.

Don't hesitate to get in touch with us if you have any questions regarding the download process:

via email at
panel-au@ipsosiris.com

or call our Freephone helpline
1800 108 012

or send a text on
+61 429 070 090

Please note that by downloading and installing this App, you are agreeing to the Ipsos iris terms of use that can be found by visiting the Ipsos iris website:
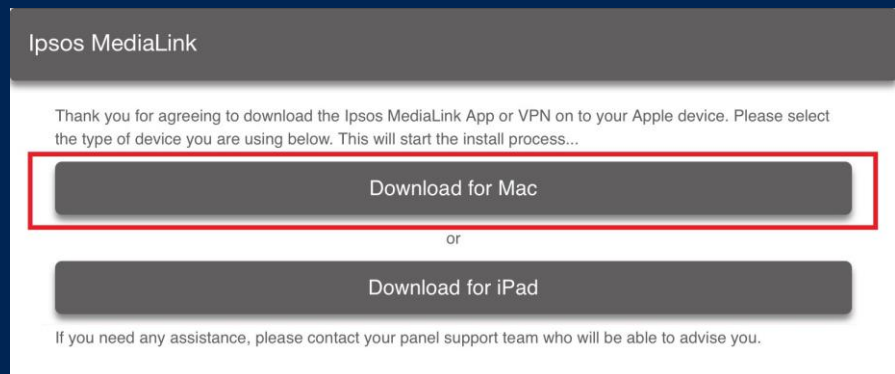
The process ▼

- These instructions/images may vary depending on the configuration of your device.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.

Step #1

Please **click on the link** we have provided to you via Email to begin.

This will open in your default browser app. For demonstration purposes, we are using the pre-installed '**Safari**' browser.

- On the website that loads, click '**Download for Mac**'

Ipsos MediaLink

Thank you for agreeing to download the Ipsos MediaLink App or VPN on to your Apple device. Please select the type of device you are using below. This will start the install process...

Download for Mac

or

Download for iPad

If you need any assistance, please contact your panel support team who will be able to advise you.
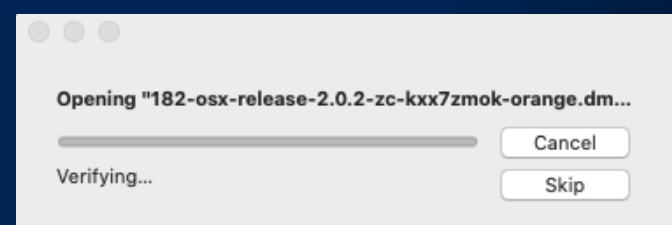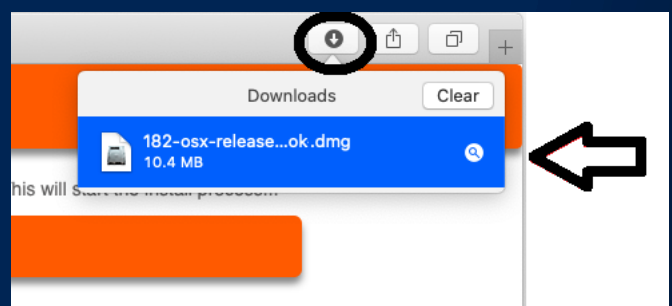
Step #2

- Please click the '**Downloads**' icon

- **Double click on the .dmg file** you downloaded

    The installer will begin to load.

Downloads — Clear

182-osx-release...ok.dmg
10.4 MB

Opening "182-osx-release-2.0.2-zc-kxx7zmok-orange.dm...

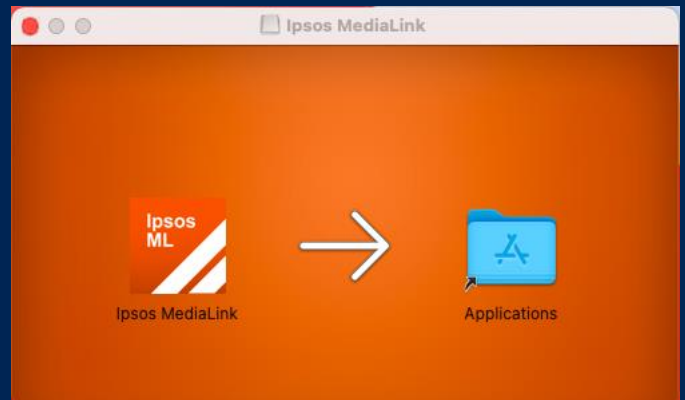Verifying...

Cancel

Skip

The process ▼

Step #3

The installer requires you to:

- Simply drag and drop the **'Ipsos MediaLink' icon** into the **'Applications'** folder icon

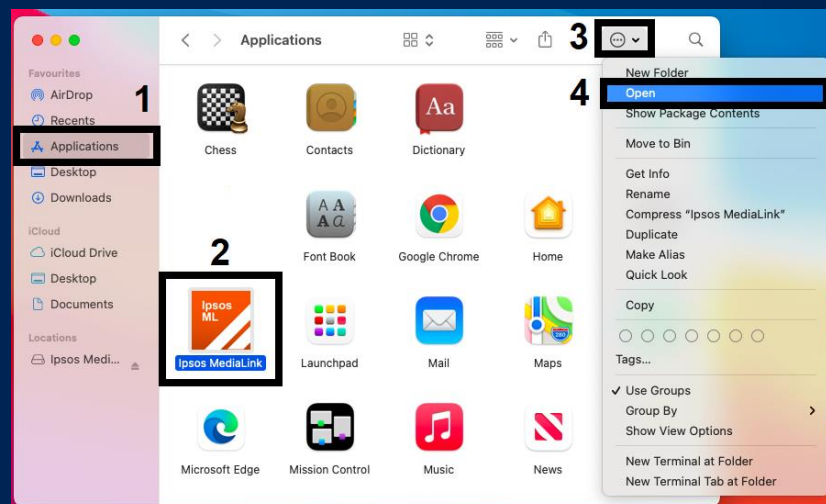Now please close this window (red circle icon – top left) 🔴

Step #4

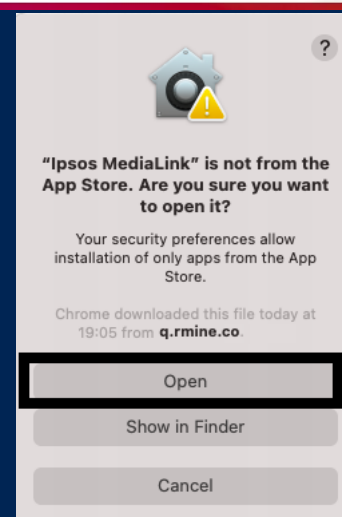- Now open the **'Finder'** application (available in the bottom dock)

1. On the side menu, click on **'Applications'**

2. Select by clicking once on **'Ipsos MediaLink'**

3. Click the **'Menu'** icon (*three dots / cogwheel*) and click **'Open'**

You may need to do this **twice** to get the option to **'Open'**
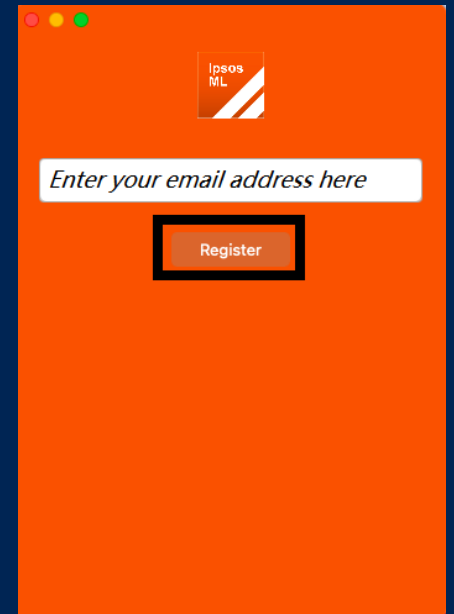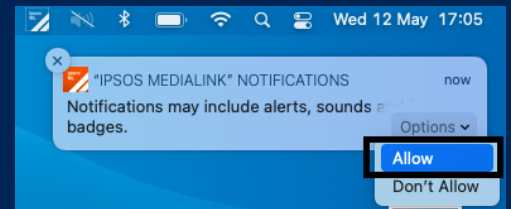
- In the popup, tap **'Open'**

GAME CHANGERS

The process ▼

Step #5

Ipsos MediaLink will now launch.

- Ipsos MediaLink will request notification permission, please tap **'Options'** and select **'Allow'**.

- Please **enter your email address** (that you registered with on the Panel) and tap '**Register'**.
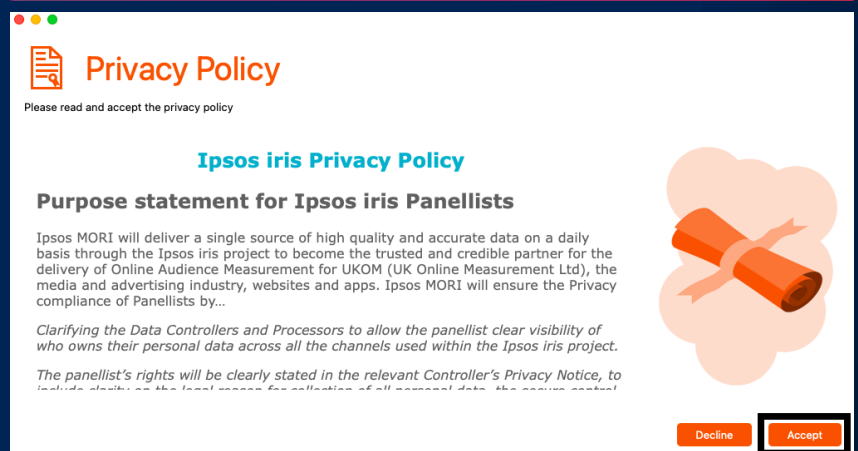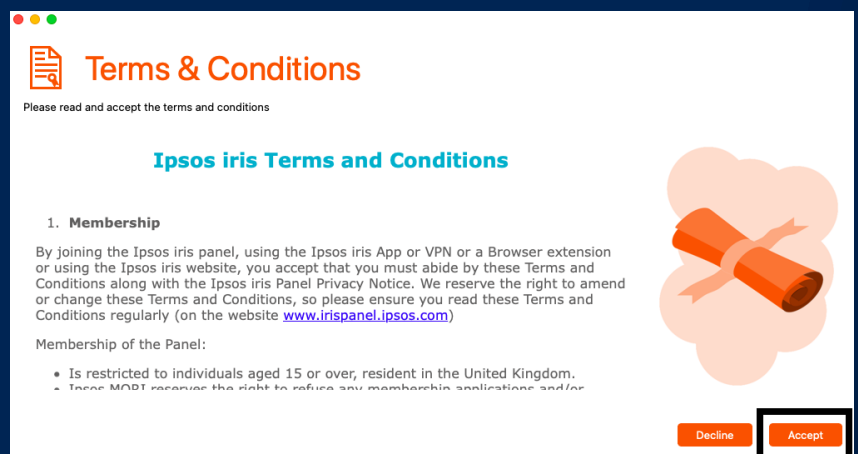
If this does not work for you, please contact us so we can help provide assistance.

Step #6

Please read & **'Accept'** the following:

- Terms and Conditions
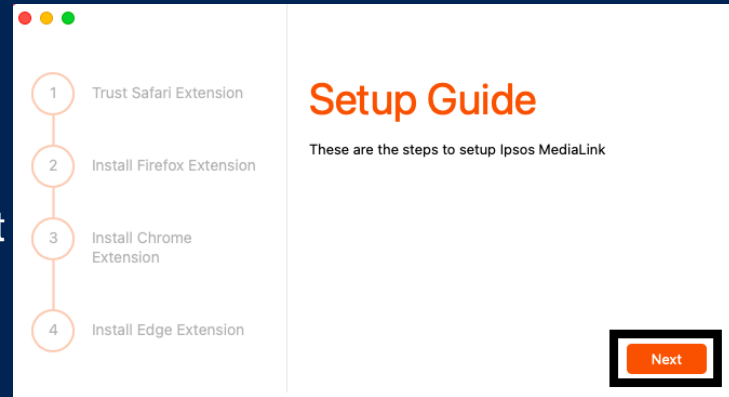- Privacy Policy

GAME CHANGERS

The process ▼

Install web browser extensions

Ipsos MediaLink will now detect your installed & supported internet browsers.

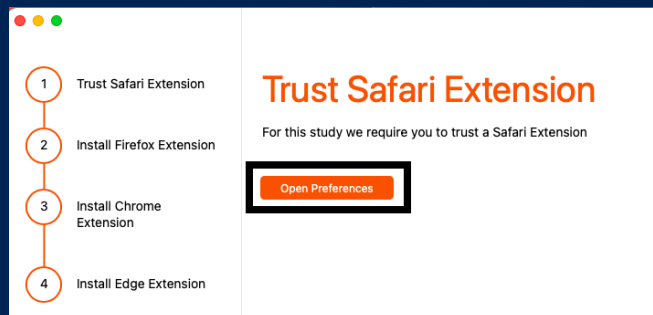**Note**: **'Trust Safari Extension'** may not be displayed if Ipsos MediaLink has already completed this.
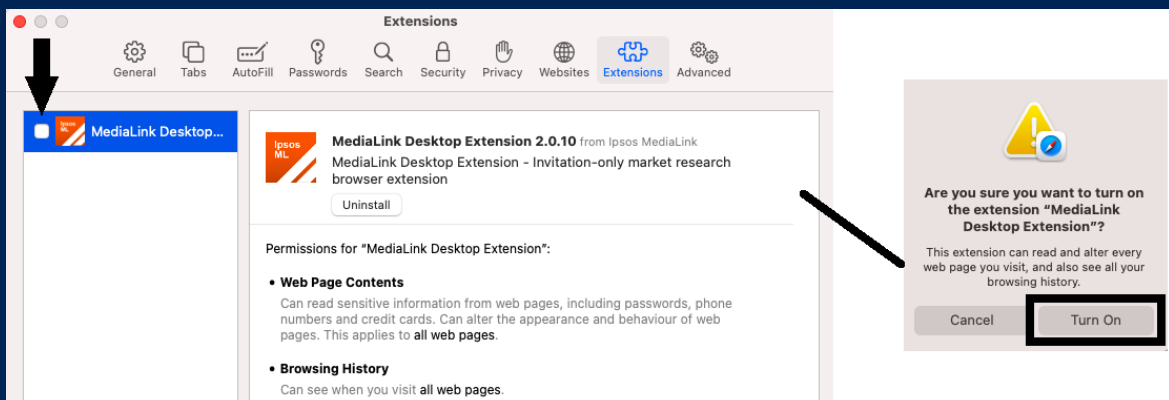
- Please click **'Next'**.

Setup Guide

These are the steps to setup Ipsos MediaLink

1. Trust Safari Extension
2. Install Firefox Extension
3. Install Chrome Extension
4. Install Edge Extension

Next

Trust Apple Safari Extension

- Click **'Open Preferences'**, this will open Safari's extension settings.

1. Trust Safari Extension
2. Install Firefox Extension
3. Install Chrome Extension
4. Install Edge Extension

Trust Safari Extension

For this study we require you to trust a Safari Extension

Open Preferences

- Please enable the **'MediaLink Desktop Extension'** and click **'Turn On'**

Extensions

General | Tabs | AutoFill | Passwords | Search | Security | Privacy | Websites | Extensions | Advanced

MediaLink Desktop...

MediaLink Desktop Extension 2.0.10 from Ipsos MediaLink
MediaLink Desktop Extension - Invitation-only market research browser extension

Uninstall

Permissions for "MediaLink Desktop Extension":

- **Web Page Contents**
  Can read sensitive information from web pages, including passwords, phone numbers and credit cards. Can alter the appearance and behaviour of web pages. This applies to **all web pages**.

- **Browsing History**
  Can see when you visit **all web pages**.

Are you sure you want to turn on the extension "MediaLink Desktop Extension"?

This extension can read and alter every web page you visit, and also see all your browsing history.

Cancel | **Turn On**

The extension is now enabled, please return back to the Ipsos MediaLink setup window and click **'Next'**.

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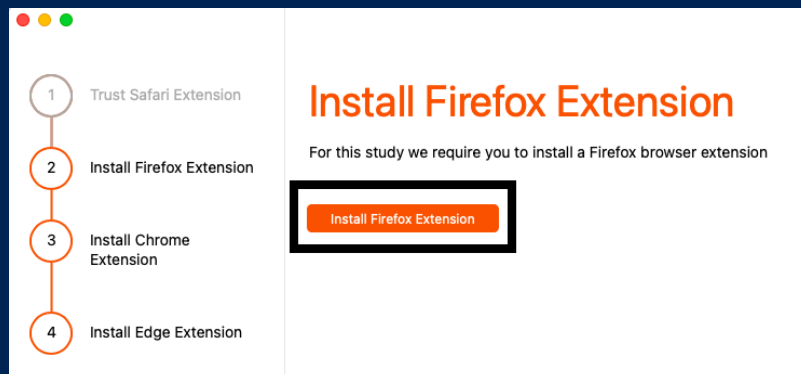**GAME CHANGERS**

Ipsos

The process ▾

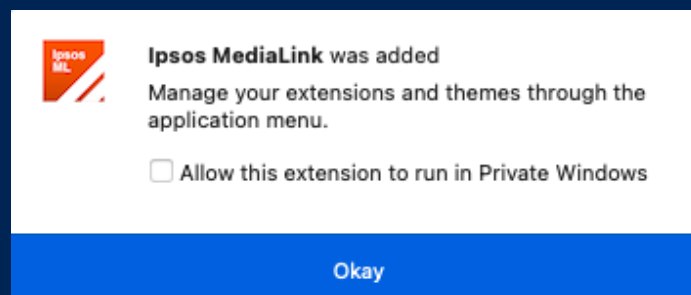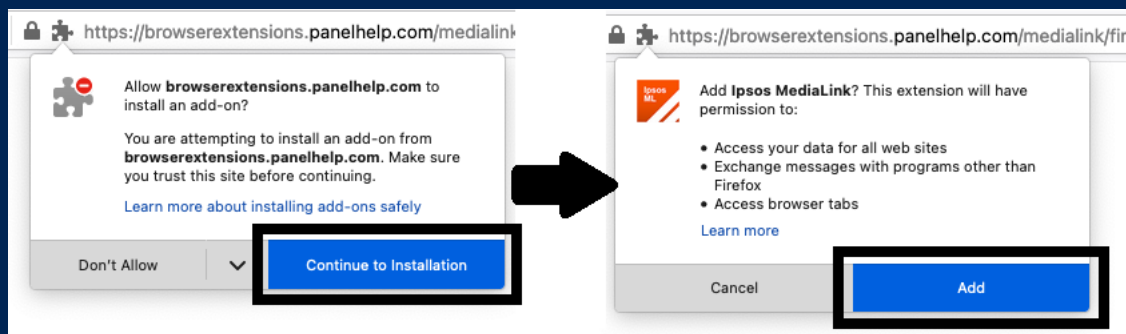## <u>Install Mozilla Firefox (if installed)</u>

- Click **'<u>Install Firefox Extension</u>'**, this will open the Firefox browser app.

- Mozilla Firefox will open our browser extension download page. On this page, to start the download, click the button: **'Click Here if your Extension doesn't install automatically'.**

- When the prompt appears, tap **'<u>Continue to Installation</u>'** and click **'<u>Add</u>'**.

The extension is now enabled, please return back to the Ipsos MediaLink setup window and click **'<u>Next</u>'**.
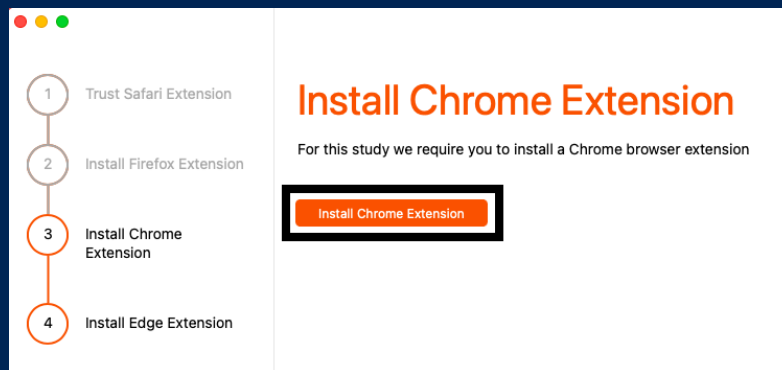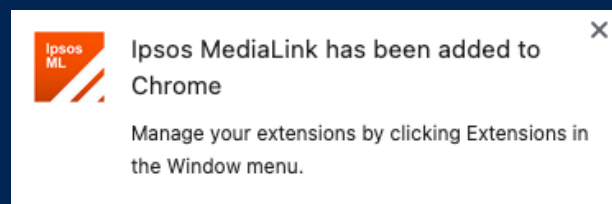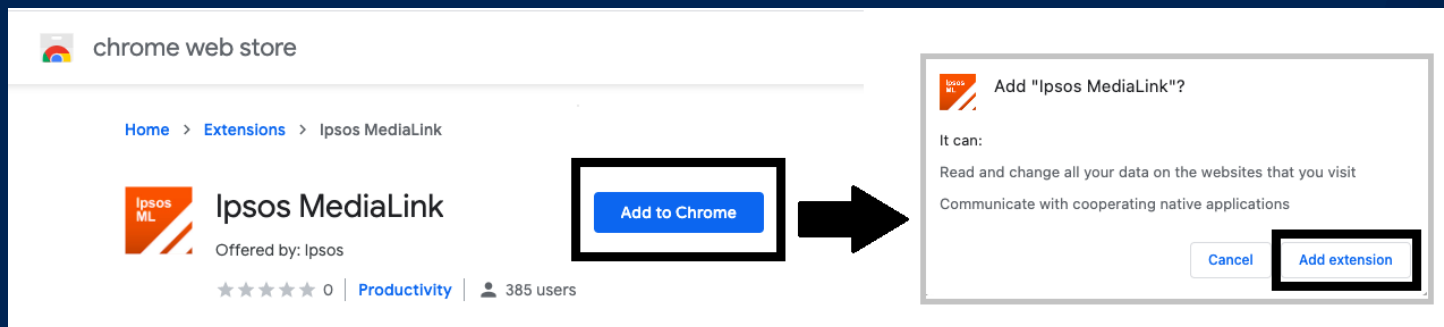
The process ▼

Install Google Chrome Extension (if installed)

- Click **'Install Chrome Extension'**, this will open the Chrome browser app.

- When our Chrome extension page has loaded, click **'Add to Chrome'** and then **'Add Extension'**

Note: By default, Google Chrome does not make the extension visible, please see **'Quick Tip'** on page 11 to make the extension visible.

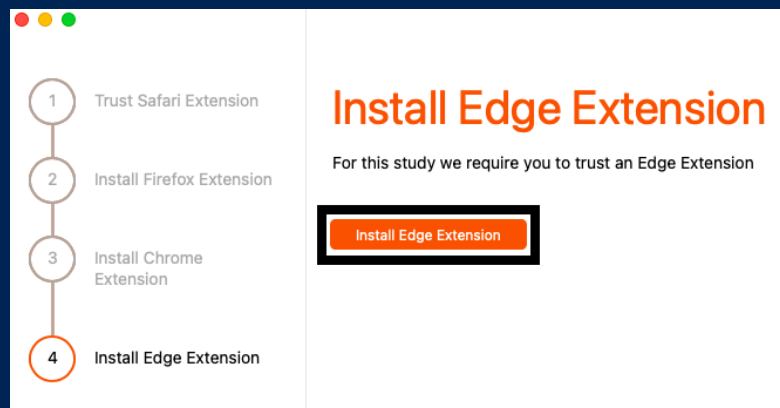The extension is now enabled, please return back to the Ipsos MediaLink setup window and click **'Next'**.

macOS INSTALL

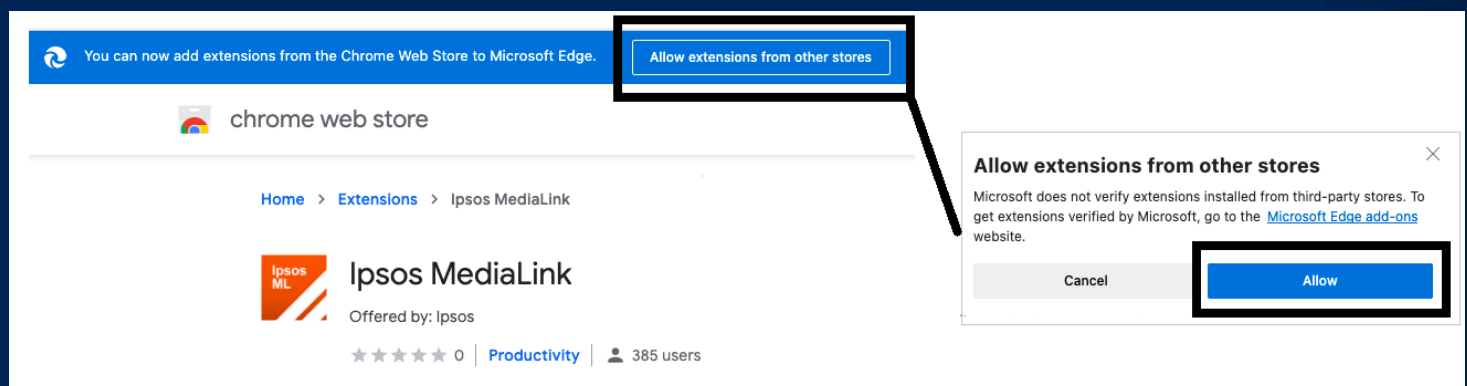## Install Microsoft Edge Extension (if installed)

Note: Microsoft Edge (supported version 79 or higher) will install the Ipsos MediaLink extension from the Chrome Web Store.

- Click **'Install Edge Extension'**, this will open the Edge browser app.

When our extension page has loaded, you may need to **'Allow extensions from other stores'** before you can add any browser extension to Edge.

- Along the top click **'Allow extensions from other stores'**
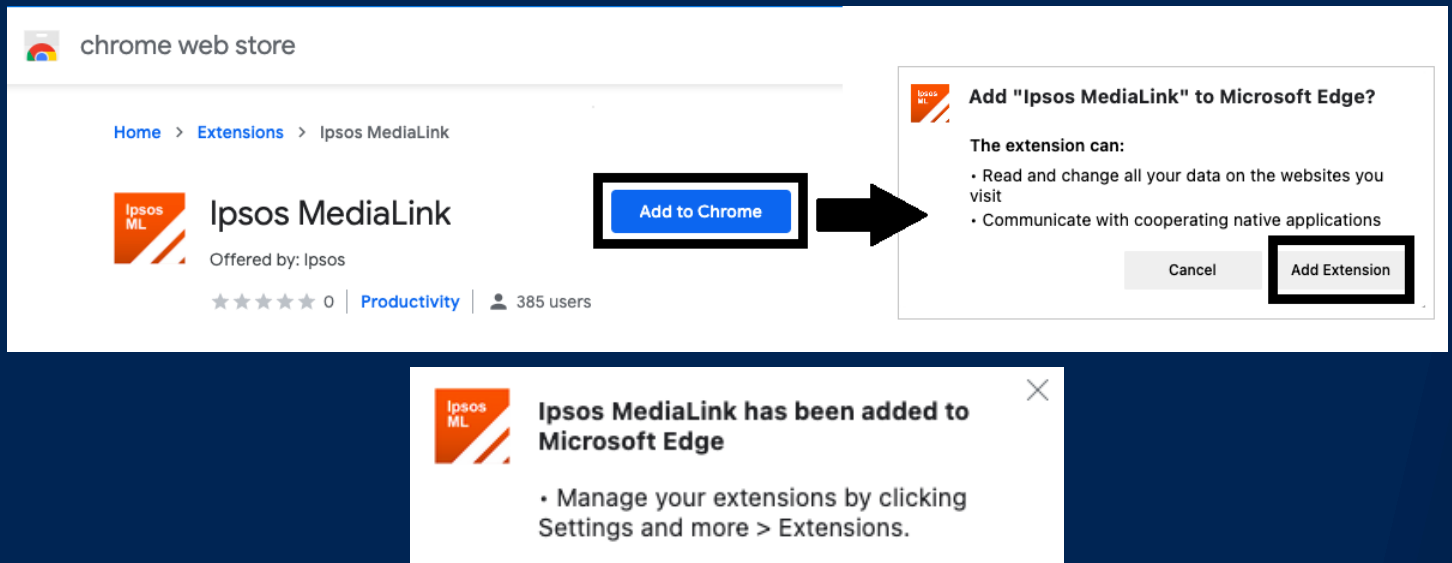- Click **'Allow'** to confirm.

Once done, please see the next page to Add the extension to Edge.

GAME CHANGERS

The process ▼

When our extension page has refreshed, you should see the **'Add to Chrome'** button:

- Please click **'Add to Chrome'** and then **'Add Extension'**.

The Ipsos MediaLink extension is now added to Microsoft Edge.

Please return back to the Ipsos MediaLink setup window and click **'Finish'**.

IS YOUR MAIN BROWSER NOT SAFARI, FIREFOX, CHROME OR EDGE?

Please do contact us if you are using a third-party web browser which we **do not support** as this may affect the data that is collected & sent from your device.

Below are the browsers **we do support**:

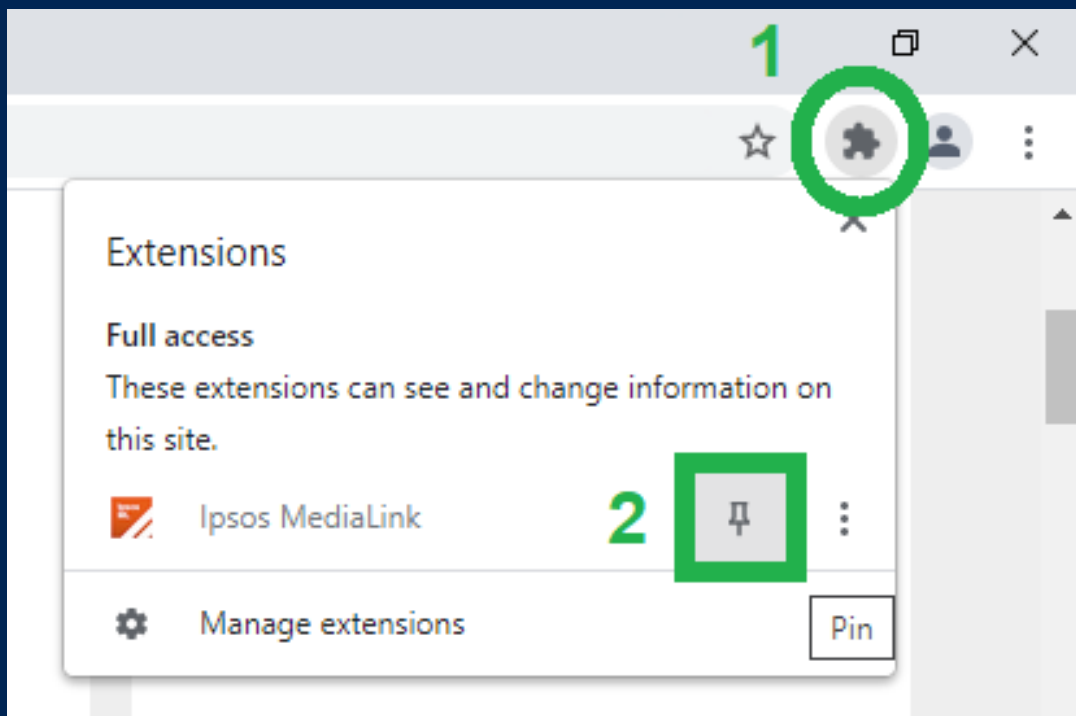Apple Safari
Mozilla Firefox
Google Chrome
Microsoft Edge

The process ▾

If you use **Google Chrome** browser, be sure to make the Ipsos MediaLink extension visible!

- To begin, please open your Google Chrome application

1. On the right of the address bar, click the *extensions* icon
2. Now on the right of **'Ipsos MediaLink'** please click on the *pin* icon

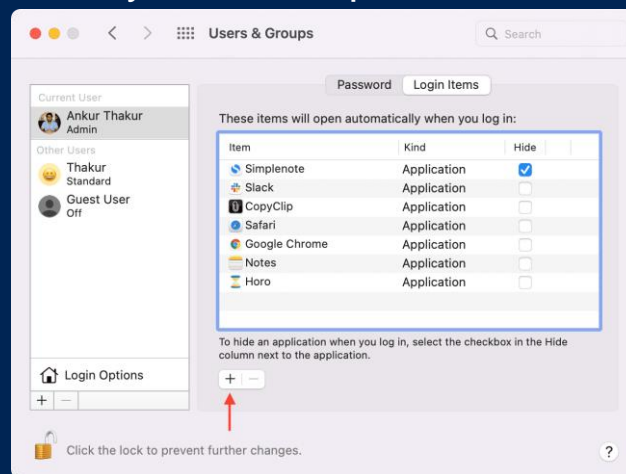**Now when you visit websites, you will see the Ipsos MediaLink extension present.**

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iab.
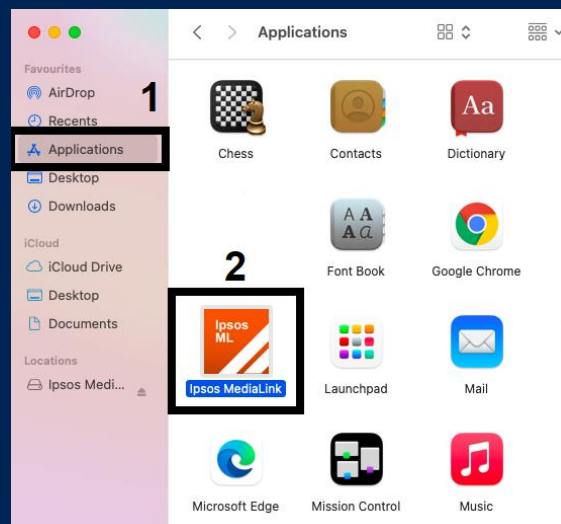australia

GAME CHANGERS   Ipsos

11

macOS INSTALL

Automatically launch MediaLink when starting your Mac

To ensure the Ipsos MediaLink application can send the data through regularly it needs to be automatically launched when logging into your Mac.

- Please click 🍎 then **'System Preferences'**, then **'Users & Groups'**.
- Now click **'Login Items.'** At the bottom left corner of the window, click on the lock icon and enter your admin password.

- Click the plus (**+**) sign, then click **'Applications'** and find Ipsos MediaLink.

- Once MediaLink is selected, click **'Add'**.
- To start MediaLink in background mode, check the **'Hide'** box next to its name under the **'Login Items'** tab.

YOU'RE ALL SET

You should now see 'Configured' shown when you open the app.
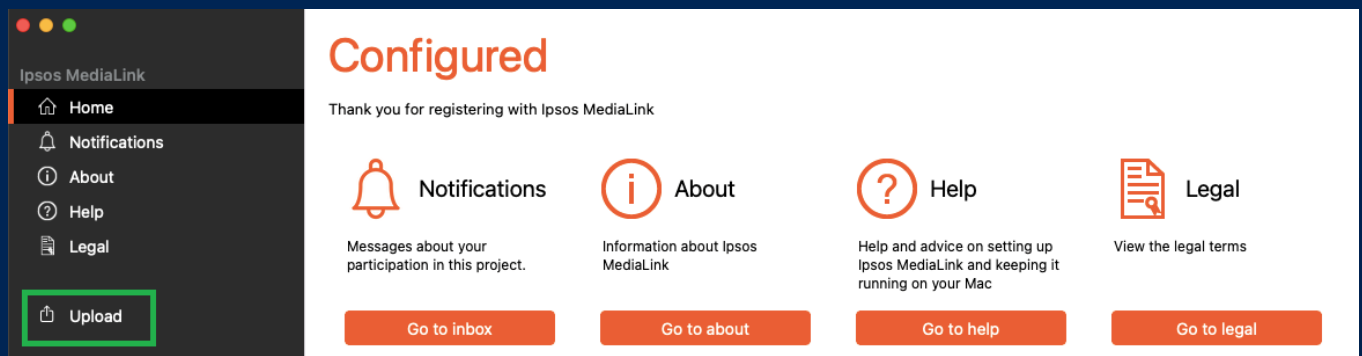
Menu Bar: 1 x Ipsos MediaLink icon

Extension Icons:

• Chrome (**Hidden**) – see 'Quick Tip' on page 11 to make this visible.

• Edge (**Visible**)

• Firefox (**Hidden**) – expected behaviour of browser.

• Safari (**Hidden**) – expected behaviour of browser.

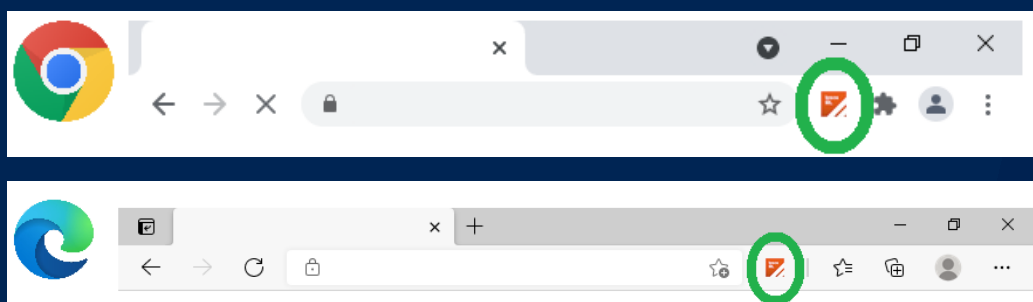## Displayed in the Ipsos MediaLink app

In the app, you can click the '**Upload**' button to send data

Mac OS Menu Bar

Browser Extensions

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GAME CHANGERS

Using the App ▼

Using the Ipsos MediaLink app is really simple!

All you need to do is ensure that the app is running in the background at all times, and use your laptop/computer as you would normally.

Simply make sure the browser extensions are kept installed & enabled so that the Ipsos MediaLink application can send the data through.

You will know the app is running because there will be an **Ipsos MediaLink icon** on the taskbar.

Thank you for installing and using the Ipsos MediaLink app!
If you have any questions, please don't hesitate to get in touch with us

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GAME CHANGERS

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